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WHITEPAPER

A Quick Guide to Improving FinOps with ITAM in 2025

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Introduction

The complexity of IT environments has grown. Cloud-based systems now span continents, decentralized spending escapes the scrutiny of traditional financial controls, and assets—once tangible and static—have become abstract and dispersed in hybrid environments. Managing these assets, however, remains a necessity. As businesses in 2025 navigate this labyrinth, integrating ITAM with FinOps emerges as a key strategy to bring order to chaos.

ITAM offers a way to illuminate the path forward. By monitoring and managing IT assets with clarity, ITAM provides transparency over what is owned, how it is used, and what it costs. It transforms the financial conversation from “How much are we spending?” to “How well are we using what we have?”

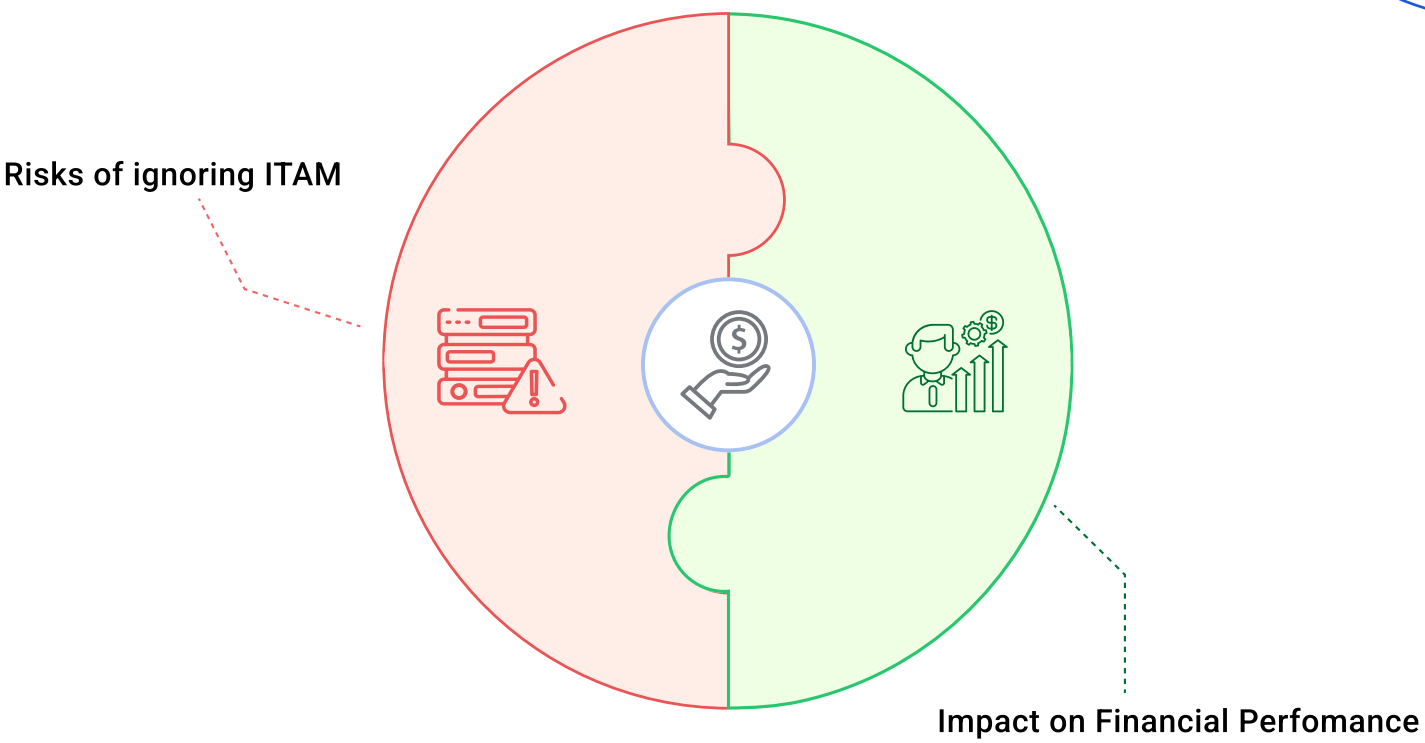
The challenges are numerous: uncontrolled spending across decentralized departments, assets moving fluidly between clouds, and the relentless speed of technological change. Yet, ITAM answers these challenges with visibility, ensuring that every decision about an IT asset can be traced, measured, and, ultimately, aligned with the organization’s financial goals.

Why ITAM is Critical for FinOps in 2025

The IT landscape of 2025 is one of constant motion. Hybrid cloud environments blur the lines between private and public infrastructure, automation drives complexity in operations, and technology is adopted faster than ever before. In such a dynamic landscape, businesses can no longer afford to manage their IT assets without the right tools. ITAM, integrated within FinOps, grants the detailed visibility required to understand the costs tied to this new infrastructure.

When every IT asset can be accounted for, and its lifecycle is documented, the fog that often clouds financial decision-making dissipates. ITAM delivers insight into every corner of the IT ecosystem, from which investments bring the greatest return, to which assets are overburdening the budget. In a world driven by speed, this clarity is the anchor FinOps teams need.

The Role of ITAM in Financial Perfomance



Impact on financial performance

For those who seek control over IT-related expenditures, ITAM serves as the compass. By tracking the lifecycle of IT assets, ITAM empowers businesses to allocate resources with confidence. Through this lens, FinOps professionals can make informed decisions—eliminating unnecessary purchases, optimizing the use of current assets, and thus, extracting more value from each dollar spent.

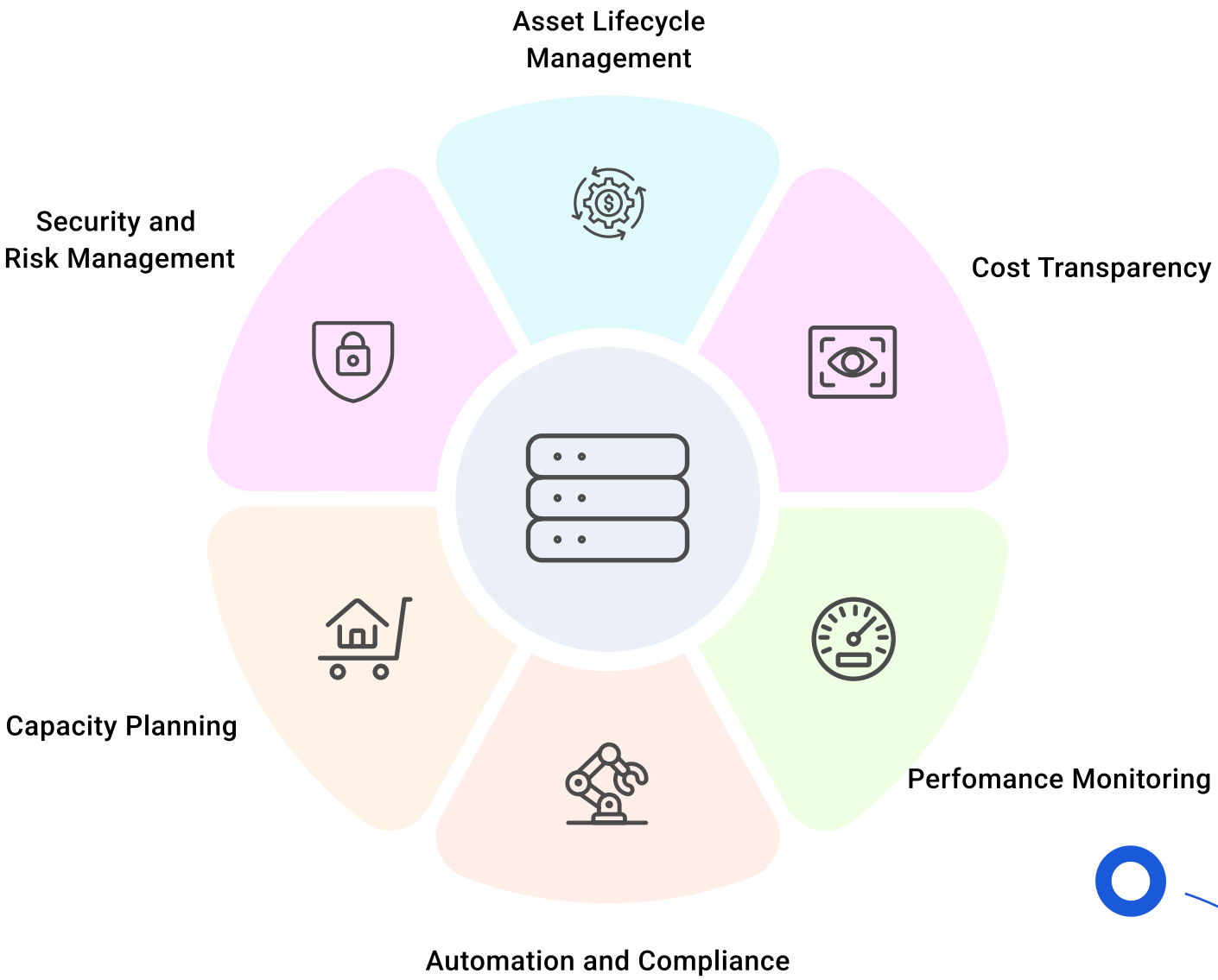
Moreover, ITAM fosters more accurate financial forecasting. Instead of guessing at future costs, businesses can lean on historical data and real-time insights into asset performance and depreciation. The result is more than just cost control—it's the ability to shape financial outcomes with foresight.

Risks of ignoring ITAM

But what happens when ITAM is absent from the equation? The risks are all too real. Without ITAM's watchful eye, overspending becomes inevitable. Unused assets sit unnoticed while new purchases pile on. Resources are scattered, and compliance falls through the cracks, leading to potential penalties and operational disruptions. Businesses lose their grip on financial control, swayed by the currents of IT complexity without the anchor of asset transparency.

In 2025, ignoring ITAM means risking more than financial instability—it means falling behind. While competitors optimize, streamline, and innovate through careful asset management, those without ITAM are left exposed to inefficiency and waste.

Main Components of ITAM for FinOps in 2025



Asset lifecycle management

The journey of an IT asset is much like the path of an individual within an organization: it begins with purpose, grows in value, and eventually fades into obsolescence. To manage this lifecycle from procurement to disposal is to manage the pulse of your enterprise's technological heartbeat. This practice doesn't just support decision-making—it drives it.

Through asset lifecycle management, businesses gain the ability to track every stage of an asset's life. Whether it's hardware or software, the transparency in knowing when to acquire, maintain, or retire an asset brings clarity to financial decisions. This management practice minimizes waste and maximizes value, empowering FinOps teams to allocate budgets wisely, avoiding the hidden costs of underutilized or over-extended resources.

Lifecycle management, at its core, is about understanding time. It reminds us that nothing lasts forever, but with careful tracking and timely decisions, everything can serve its purpose to its fullest.

Security and risk management

Every IT asset carries both value and risk. Whether it's vulnerabilities in hardware or lapses in software, the potential for financial loss is always present. ITAM, integrated with security protocols, offers the vigilance required to manage these risks.

For FinOps teams, the ability to foresee potential security threats through ITAM data allows for a more stable financial outlook. Proactive risk management helps prevent financial disruptions that can occur from data breaches, regulatory penalties, or system failures.

In this way, ITAM supports the long-term health and security of the organization.

Cost transparency

In the complex world of finance, visibility is power. When every asset is accounted for, every expense becomes clear, and with this clarity, FinOps teams can steer the organization toward better financial health. ITAM provides the lens through which this visibility is gained.

By tracking IT assets, businesses can align their spending with their operational needs. Each asset's true cost—whether it's purchase, maintenance, or eventual disposal—becomes part of the financial story. This level of transparency empowers decision-makers to make informed choices, reduce unnecessary expenditures, and align IT investments with long-term goals.

Automation and Compliance

In the relentless flow of 2025's business environment, manual tracking and intervention are the shadows of an era long past. Automation offers a gateway to this automated future, enabling businesses to automate asset tracking, incident management, and compliance checks.

When automation becomes a part of ITAM, it lifts the burden from human hands, allowing them to focus on what truly matters—strategy, growth, and innovation. FinOps teams, in particular, benefit from the streamlined workflows, as financial risks are minimized with automated compliance checks. The system detects irregularities, ensuring that assets meet regulatory requirements, reducing potential fines or costly disruptions.

Automation also allows FinOps teams to move with the speed of modern business, while compliance provides the guardrails to ensure that progress is built on solid ground.

Performance monitoring

In the flow of technology and finance, the question is not just what assets you have, but how well they perform. Performance monitoring within ITAM enables organizations to continuously assess the health of their assets, helping FinOps teams maintain control over operational costs.

With performance monitoring, companies can predict when systems will require updates, repairs, or replacements—allowing them to act before issues arise. By minimizing unexpected downtime or failures, businesses can maintain productivity while also ensuring that their IT investments are performing at peak potential.

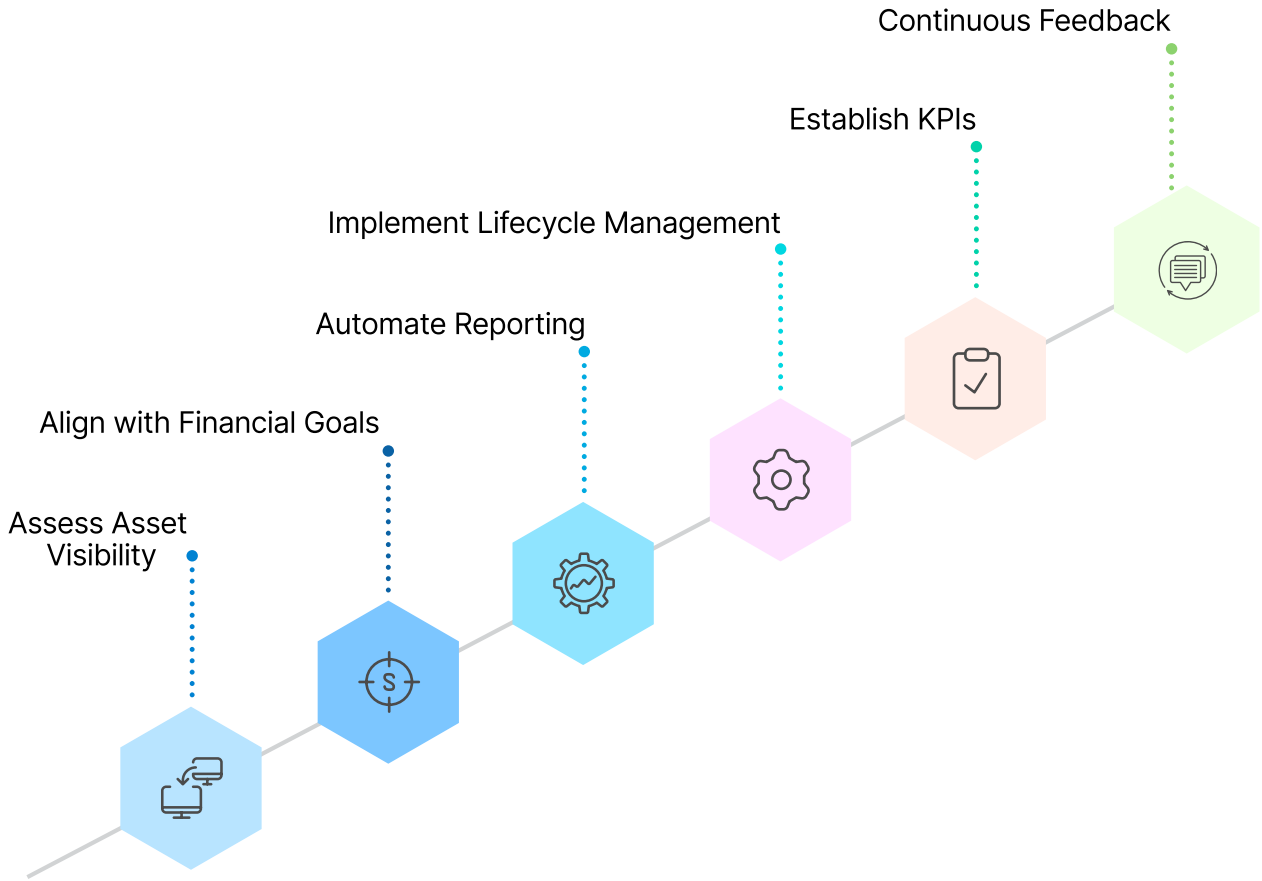
For FinOps, this means better financial forecasting, fewer surprises in operational costs, and a clear understanding of where investments need to be made or adjusted.

Capacity planning

The growth of an organization depends on foresight. Capacity planning within ITAM gives FinOps the tools to predict future needs based on current asset performance and usage patterns. With this information, companies can prepare for expansion or contraction in a way that aligns with their financial goals.

Capacity planning helps ensure that IT infrastructure can grow with the business without overspending or underinvesting. It aligns resource needs with operational demands, allowing FinOps teams to guide organizations with a clear vision of the future.

Integrating ITAM with FinOps: A Step-by-Step Guide



Step 1: Align ITAM with financial goals

The starting point for any ITAM and FinOps integration is asset visibility. Without knowing what you own, where it is, and how it's being used, financial oversight becomes nearly impossible. Many organizations struggle with 'shadow IT'—where assets are deployed without formal tracking. This creates a gap in financial reporting, leading to unforeseen expenses and the potential for misuse of resources.

By conducting an initial assessment of asset visibility, organizations can identify underutilized assets, duplicate purchases, or outdated equipment. This comprehensive overview enables both IT and finance teams to streamline resources and address inefficiencies. Accurate asset tracking helps FinOps teams develop a clearer understanding of cost allocation, as assets can be linked directly to financial metrics. Ensuring full asset visibility is a crucial step toward aligning IT and financial objectives.

1. Identify any "shadow IT" within departments.
2. Assess the value and depreciation of current assets
3. Map assets against usage and performance data
4. Review current tools used for tracking and their limitations
5. Address gaps in asset discovery across departments and geographies

Step 2: Align ITAM with financial goals

Once visibility is in place, the next step is to align ITAM initiatives with key financial goals. ITAM, when integrated correctly, becomes a powerful tool to control costs, improve asset ROI, and enable more accurate forecasting. Aligning ITAM with FinOps means that every asset is evaluated for how it contributes to the company's financial strategy.

For example, when ITAM is aligned with cost-reduction goals, assets that are underperforming or no longer needed can be decommissioned or repurposed to avoid unnecessary costs. ITAM also helps improve forecasting by providing insights into when hardware or software will need to be updated or replaced. Aligning ITAM with financial goals ensures that the management of assets directly supports overall business growth.

1. Define core financial objectives (e.g., cost control, asset utilization)
2. Develop asset performance metrics tied to financial outcomes
3. Align asset lifecycle decisions with broader financial planning
4. Involve both IT and finance teams in decision-making
5. Consider future technology investments in the alignment process

Step 3: Automate financial reporting

Financial reporting can often be labor-intensive and prone to errors, especially in organizations with complex IT infrastructures. Manual reporting lacks the agility needed to keep up with fast-paced changes in IT environments. This is where automation steps in, providing FinOps teams with real-time, accurate financial data that reflects the true cost and value of IT assets.

By automating financial tracking through ITAM, organizations can reduce manual effort while enhancing transparency. Automated reporting systems enable organizations to track costs associated with each asset—such as maintenance, depreciation, and usage—directly tied to financial statements. This increases the accuracy of budgets, forecasts, and audits, giving finance teams real-time insights to drive better decisions.

1. Automate the tracking of asset-related costs like repairs and upgrades
2. Integrate ITAM data with financial planning software for seamless reporting
3. Use automated alerts for significant changes in asset value or performance
4. Develop real-time dashboards for continuous financial monitoring
5. Establish a single source of truth by centralizing all financial and asset data

Step 4: Implement lifecycle management processes

Every asset has a lifecycle, and understanding that lifecycle—from acquisition to retirement—is critical for financial control. Managing assets through this lifecycle helps prevent over-purchasing and reduces the chances of holding onto outdated or redundant technology. Lifecycle management is more than just tracking; it involves proactive decisions about when to repair, upgrade, or replace assets.

For FinOps, this means controlling costs at every stage of the asset's life. Instead of reacting to asset failures or performance declines, lifecycle management enables organizations to plan and budget for future needs. By integrating lifecycle management into both ITAM and FinOps, organizations can optimize asset performance, reduce overhead, and avoid surprise expenditures.

1. Track the total cost of ownership (TCO) across the asset's lifecycle
2. Predict asset replacement timelines for better budget forecasting
3. Schedule maintenance activities to extend asset life and reduce downtime
4. Decommission assets systematically to avoid unnecessary costs
5. Implement policies to reuse or repurpose underutilized assets

Step 5: Establish KPIs for Monitoring Success

Success cannot be measured without metrics. Establishing Key Performance Indicators (KPIs) is essential to ensure that ITAM initiatives are having the desired impact on financial performance. These KPIs should reflect both operational efficiency and financial health, ensuring that IT assets are contributing to cost savings and overall business value.

Common KPIs include asset utilization rates, total cost of ownership reductions, and savings achieved through optimized resource allocation. By regularly monitoring these KPIs, both IT and finance teams can detect improvement opportunities and improve decision-making to adjust ITAM strategies as needed. Tracking performance metrics ensures that the integration between ITAM and FinOps remains aligned with the company's evolving goals.

1. Set KPIs that track the financial impact of asset management
2. Monitor asset utilization rates to avoid underuse or duplication
3. Use TCO metrics to assess the long-term value of IT investments
4. Track maintenance costs and compare them against asset ROI
5. Review KPIs quarterly and adjust targets based on performance trends

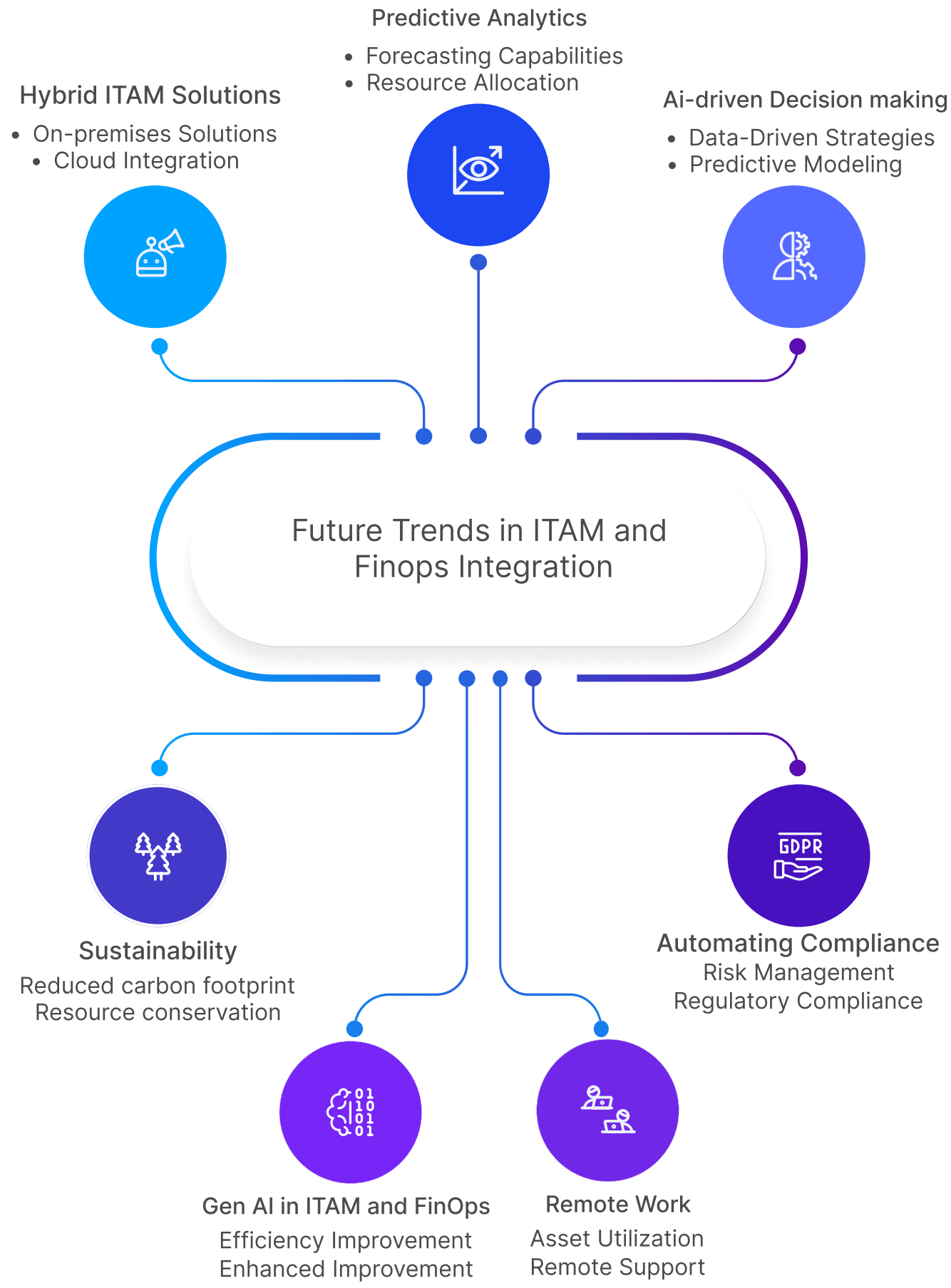
Step 6: Continuous feedback and optimization

Integration between ITAM and FinOps requires continuous refinement. The key to meaningful lies in gathering feedback and optimizing processes based on real-world performance. Both IT and finance teams should provide input on the effectiveness of asset management, and this feedback loop should drive ongoing adjustments to ITAM practices.

By establishing regular feedback mechanisms, organizations can stay agile in their financial and asset management strategies. Continuous optimization allows for swift course corrections and the ability to respond to emerging financial challenges or technological shifts. FinOps and ITAM must remain flexible, adapting to both new opportunities and threats as they arise.

1. Implement regular review sessions for ITAM and FinOps teams to discuss performance
2. Adjust ITAM policies based on real-time financial feedback
3. Gather feedback from users and departments on asset performance
4. Use historical data to refine future asset acquisition strategies
5. Continuously update training for teams on new ITAM tools and processes

Main Components of ITAM for FinOps in 2025



Gen AI in ITAM and FinOps

As we move further into an era of digitalization, Generative AI (Gen AI) steps forward, offering more than just automation—it provides intelligence. In ITAM, Gen AI holds the potential to predict asset needs, streamline processes, and even generate new ways of managing data. Its capacity to analyze vast datasets, interpret patterns, and create actionable insights makes it a valuable tool in the hands of FinOps teams.

Imagine a world where Gen AI monitors and forecasts IT asset lifecycles without human intervention. This level of self-learning integration removes guesswork, helping businesses allocate resources efficiently and improve their financial forecasts. For FinOps, this technology is a compass pointing towards optimization, where every decision about IT infrastructure is informed by deep analysis and real-time data.

Predictive analytics for forecasting asset needs

While Gen AI redefines intelligence, predictive analytics provides the foresight necessary for long-term planning. Machine learning, embedded in ITAM, enhances FinOps teams' ability to anticipate future asset needs, forecast costs, and plan for lifecycle events before they happen. By detecting patterns and using them to predict outcomes, organizations can sidestep disruptions and proactively manage resources.

For instance, predictive analytics can forecast the end of an asset's useful life, allowing FinOps to budget for replacement or upgrades well in advance. It also helps identify trends in asset performance that may indicate looming maintenance or downtime issues. This predictive power shifts the focus from reactive decision-making to proactive strategy, transforming how organizations approach financial planning within IT ecosystems.

Hybrid ITAM solutions

As companies embrace hybrid cloud environments, the complexity of managing IT assets grows exponentially. Hybrid ITAM solutions offer a way to control this complexity, ensuring that assets spread across public and private clouds remain visible, manageable, and aligned with financial goals. These solutions serve as the bridge between traditional IT infrastructure and modern cloud systems, providing FinOps teams with the clarity needed to make informed financial decisions.

Managing the financial implications of hybrid environments involves understanding both the physical and virtual costs associated with IT assets. With hybrid ITAM, businesses can manage costs across multiple platforms, maintaining transparency and optimizing resource allocation across both cloud and on-premise systems. This seamless integration will be key as companies continue to shift to more flexible, scalable infrastructures.

Sustainability through ITAM and FinOps

In an age where sustainability is no longer optional, ITAM and FinOps are playing pivotal roles in promoting greener IT practices. By integrating IT asset management with financial strategies, organizations can reduce energy consumption, cut down on hardware waste, and implement more environmentally friendly practices.

For example, FinOps teams can use ITAM data to identify underutilized or inefficient assets, repurposing them or transitioning to lower-energy alternatives. Similarly, organizations can extend the lifecycle of assets, reducing the need for new hardware production and thereby lessening their environmental impact. In 2025, sustainability will be a necessity, and ITAM's ability to align with green practices will help organizations meet their environmental goals without sacrificing financial performance.

Automating compliance and financial governance

With regulations constantly shifting, the burden of compliance falls heavily on organizations managing large, distributed IT infrastructures. The integration of ITAM with FinOps introduces automation that keeps compliance checks consistent and audit-ready. Automation will become critical in ensuring that IT assets are continuously aligned with regulatory standards, reducing the risk of fines and financial repercussions.

By automating compliance checks, businesses reduce manual effort and maintain visibility over their assets. FinOps can keep tabs on licensing, data residency, and security requirements across a dispersed IT landscape. As these automation technologies mature, they provide financial oversight and a shield against the financial risks that come with non-compliance.

Remote work and IT asset optimization

As remote work reshapes the corporate environment, managing IT assets has taken on a new level of complexity. The integration of ITAM with FinOps provides the transparency needed to manage remote devices, ensure financial accountability, and track asset performance outside the traditional office.

By tracking remote assets in real-time, organizations can optimize resource allocation and prevent the overuse or underutilization of equipment. FinOps teams can create more accurate budgets based on remote usage data, ensuring that employees have the tools they need without excessive spending. The integration of ITAM and FinOps in this context provides a structure that supports the remote work revolution.

AI-driven decision making

The integration of ITAM and FinOps represents a shift in how organizations approach their technology and financial strategies. It represents a rethinking of the way assets and costs are viewed across the enterprise. In bringing these disciplines together, businesses gain a more cohesive, adaptive framework that responds to the unpredictable demands of today's IT landscape.

By focusing on the future trends of this integration—such as the role of AI, sustainability, and automation—companies can align their operations more closely with their financial goals. This alignment empowers organizations to manage resources and foresee challenges and opportunities, allowing them to remain agile and forward-thinking. Through this deeper connection between IT and finance, organizations position themselves to move beyond reactive management toward proactive strategy, turning the complexity of modern IT environments into a strength.

Summary

The integration of ITAM and FinOps represents a shift in how organizations approach their technology and financial strategies. It represents a rethinking of the way assets and costs are viewed across the enterprise. In bringing these disciplines together, businesses gain a more cohesive, adaptive framework that responds to the unpredictable demands of today's IT landscape.

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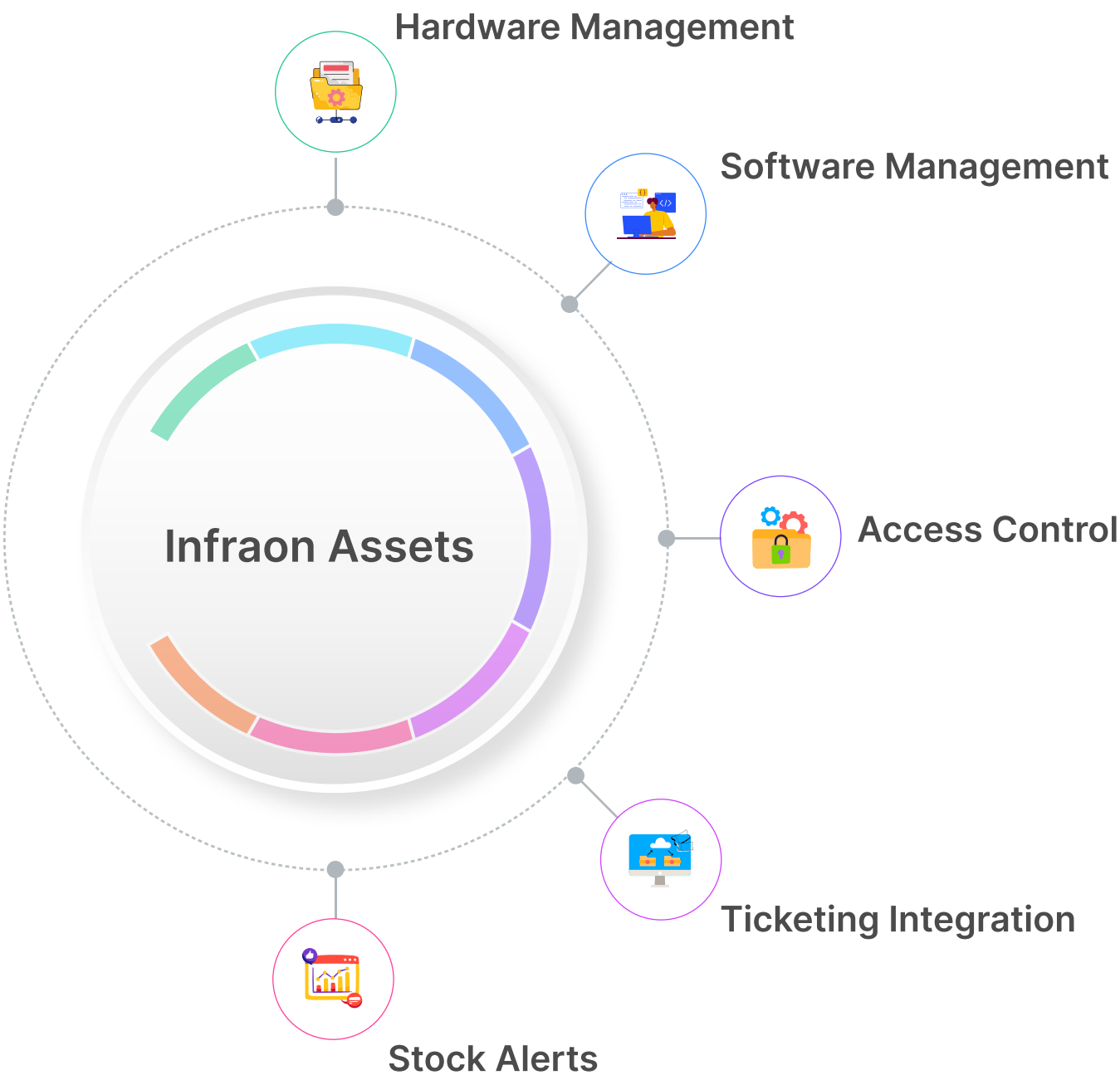
Infraon Offers Cutting-Edge IT Asset Management Capabilities



IT asset lifecycle management

Manage every phase of IT assets with a single solution, ensuring decisions are aligned with business goals. Ensure every stage is accounted for, from initial planning and acquisition to maintenance and final retirement.

Hardware asset management

Track physical IT components like laptops, desktops, servers, and more. Optimize operational costs while maintaining seamless functionality across your hardware assets.

Software asset management

Centralize all software-related tasks such as purchasing, deployment, maintenance, and disposal. Reduce security risks and save time, effort, and expenses in managing your software assets

Integrated ticketing

Streamline IT ticketing with a unified system that supports multi-channel communication. Give users self-service options such as chatbots and email-to-ticket conversions for efficient issue resolution.

Network discovery

Identify and track all IT assets connected to your network. Eliminate redundancies and optimize asset use.

Low stock alerts

Receive real-time notifications when IT asset stock levels drop. Maintain optimal inventory levels to avoid disruptions caused by under-stocking.

Access control

Manage access privileges by implementing least-privilege protocols. Ensure compliance and prevent unauthorized access.

Please visit the Infraon ITAM page to learn more.